

Color Management

- n What is it?
- n How does it work?
- n Why do I need to know about it?




better colorfaster

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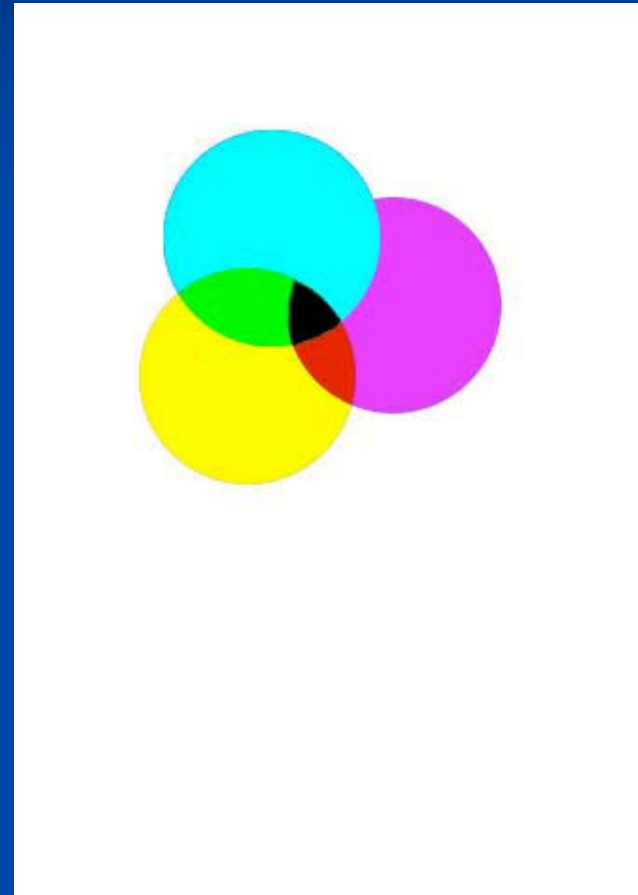
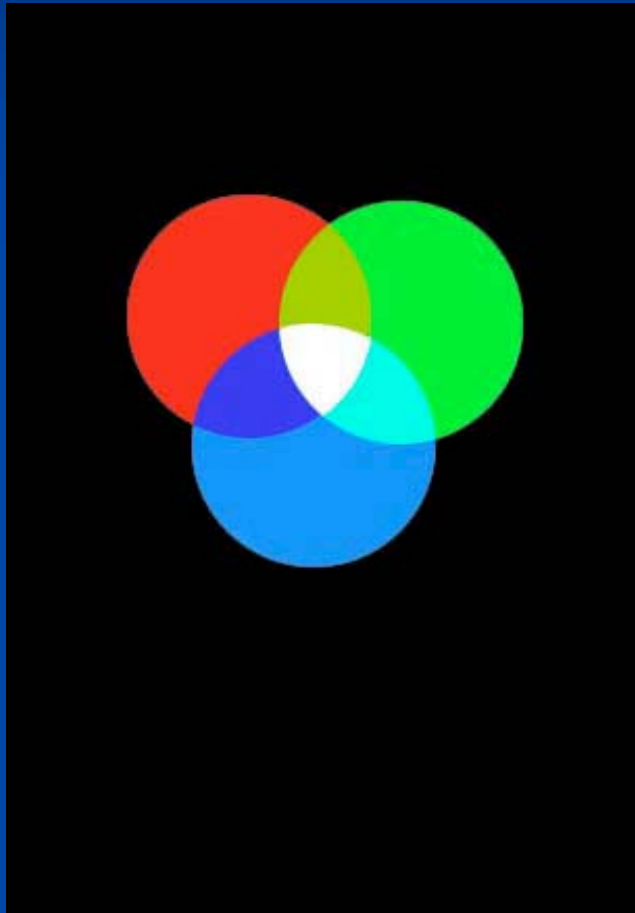
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 **ColorSpace**

Color Theory

Additive Color

Subtractive Color



Why do we care?

- n RGB-Subtractive Color is the way human vision, digital cameras, scanners and monitors produce color.



- n CMYK or CMY -Additive color is the way all printed materials produce color.



Color Mode Change

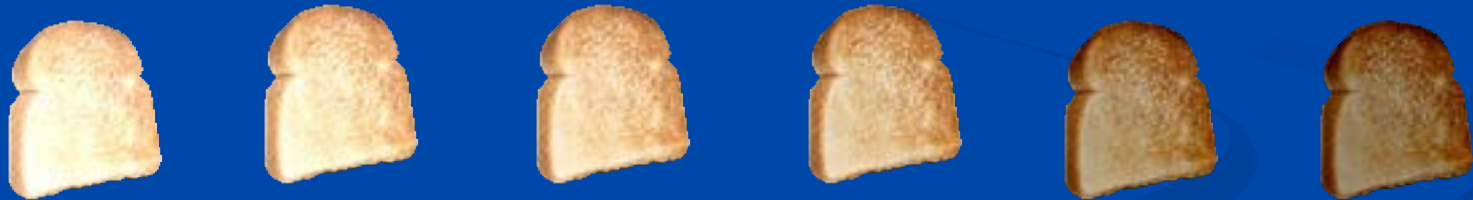
- n RGB colors must be changed to CMY or CMYK for printing.
- n Colors are changed by you or in the printing drivers.
- n If you control this change you can get better color **faster**

What is Color Management

- n Identifying the color characteristics of a device
- n Communicating that information to the next device.

What does that mean?

- n Very particular how dark my toast is, so I test my new toaster.
- n I toast 6 slices of bread , one at each setting on the dial



- n Decide that # 4 is the best for me

What it is

- n I go to my neighbors house and repeat the test on his toaster.



- n His toaster requires a setting of 6 to achieve my perfect toast.

- n That's what color management is.... finding what settings on different devices achieve the same results.



How

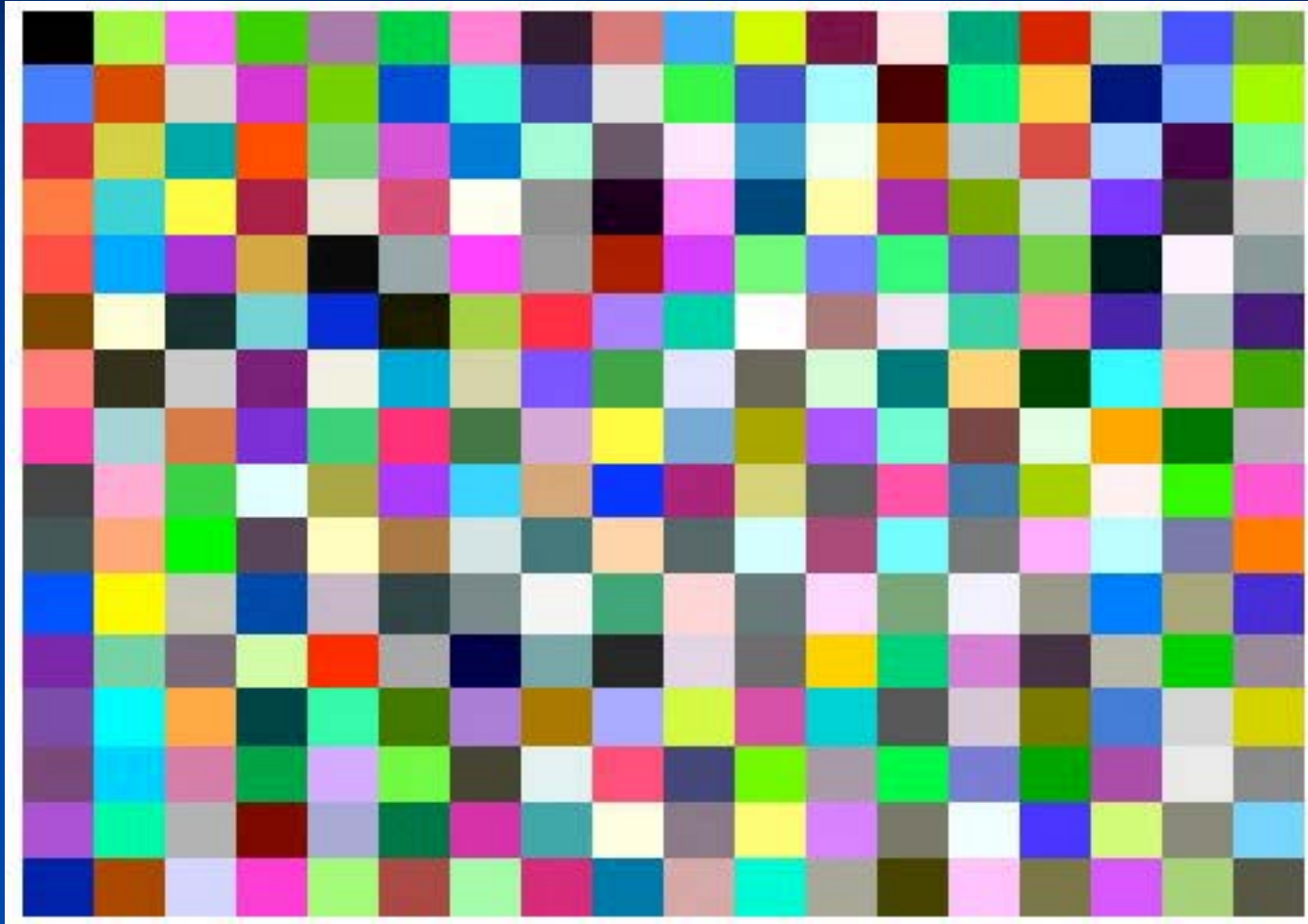
n That difference (setting of 4 or 6) can be put in a small data file.



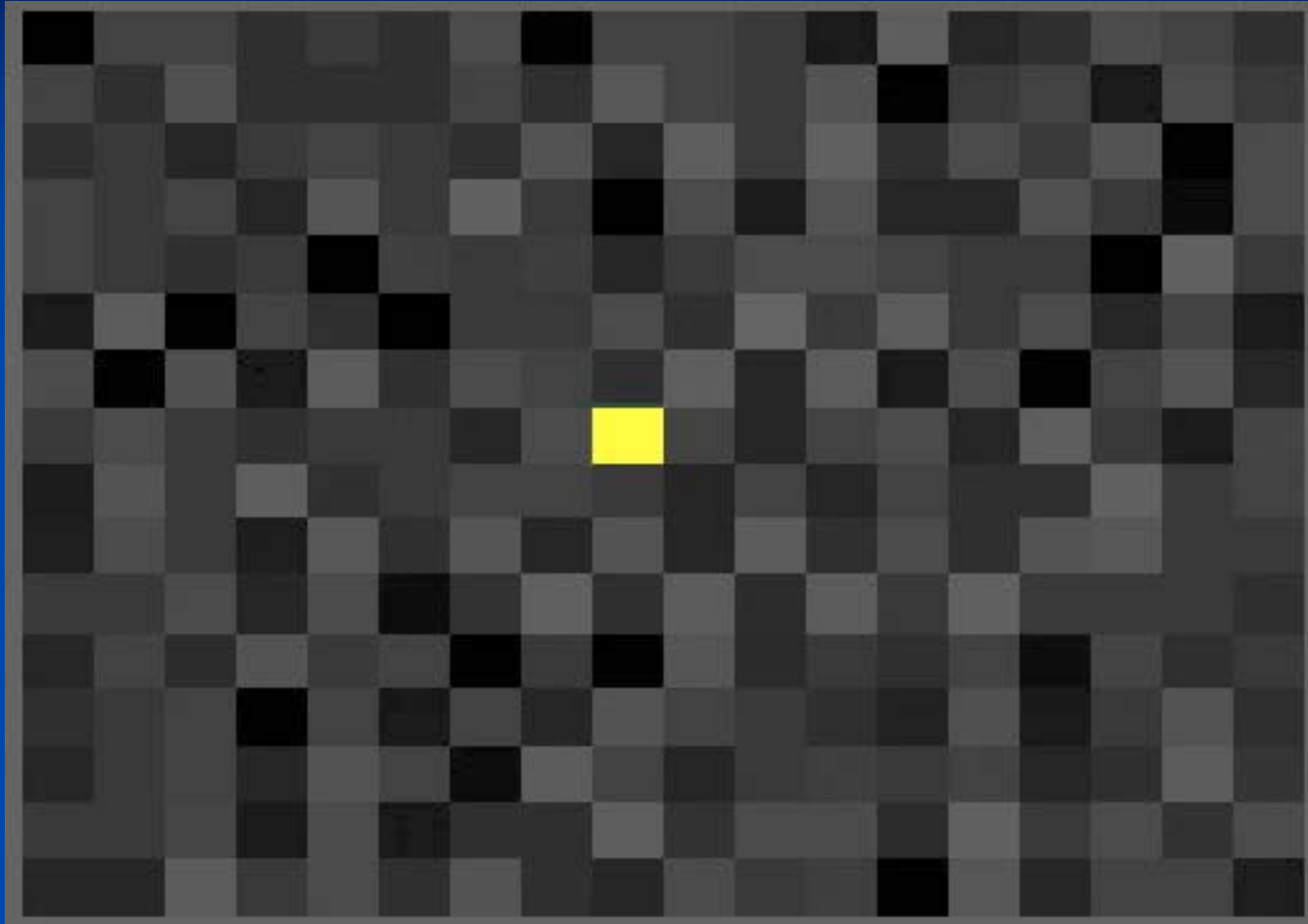
n That file is called a profile

n Let's see how a printer profile is created

How it works



Reference value of 50 Y

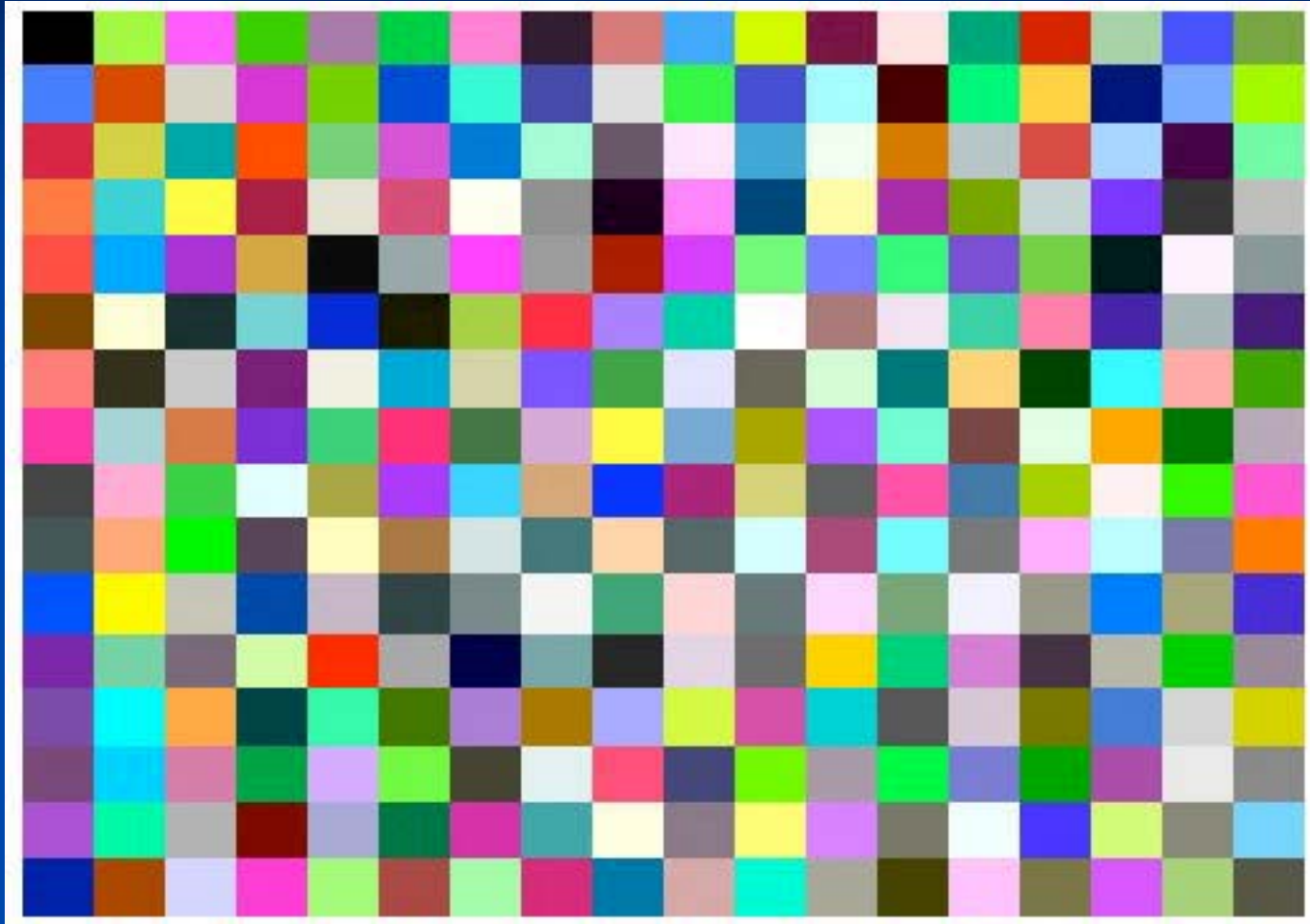


Only prints 45 Y

Profile must add 5 Y



How



Monitor Profiling

- n All color management works by comparing known color values to actual color generated by your device



Human vision

n Incandescent Lighting-normal home light



Human vision

n Fluorescent Lighting-Industrial-retail



Why

n New Customers

n Retain Customers

n Quality



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What it can do for you

- n Help achieve better color **faster**
- n More consistent color.
- n Save time , money and materials.

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What it won't do

- n If an image is dark and green. It will still be dark and green
- n Color Management does not color correct your image

Rip or not to Rip

- n If you are printing images only you may not need a rip
- n If you are printing CMYK files to obtain a good match to a printing press or contract proof you should use a rip.
- n Highly recommend the Epson 4000 with the new Colorburst rip

Recap

- n Color Theory
- n What it is
- n How it works
- n Why do we need to know about it

Show Special

- n Standard Rates \$1100 per day/\$550 half day
- n Reduced
- n Full day for only \$550
- n \$ 350 for half day services

Offer good until 1/15/05



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What is included

- n Monitor Calibration and Profiling
- n Printer Profiling
- n Scanner Profiling
- n and

Offer good until 2/28/05



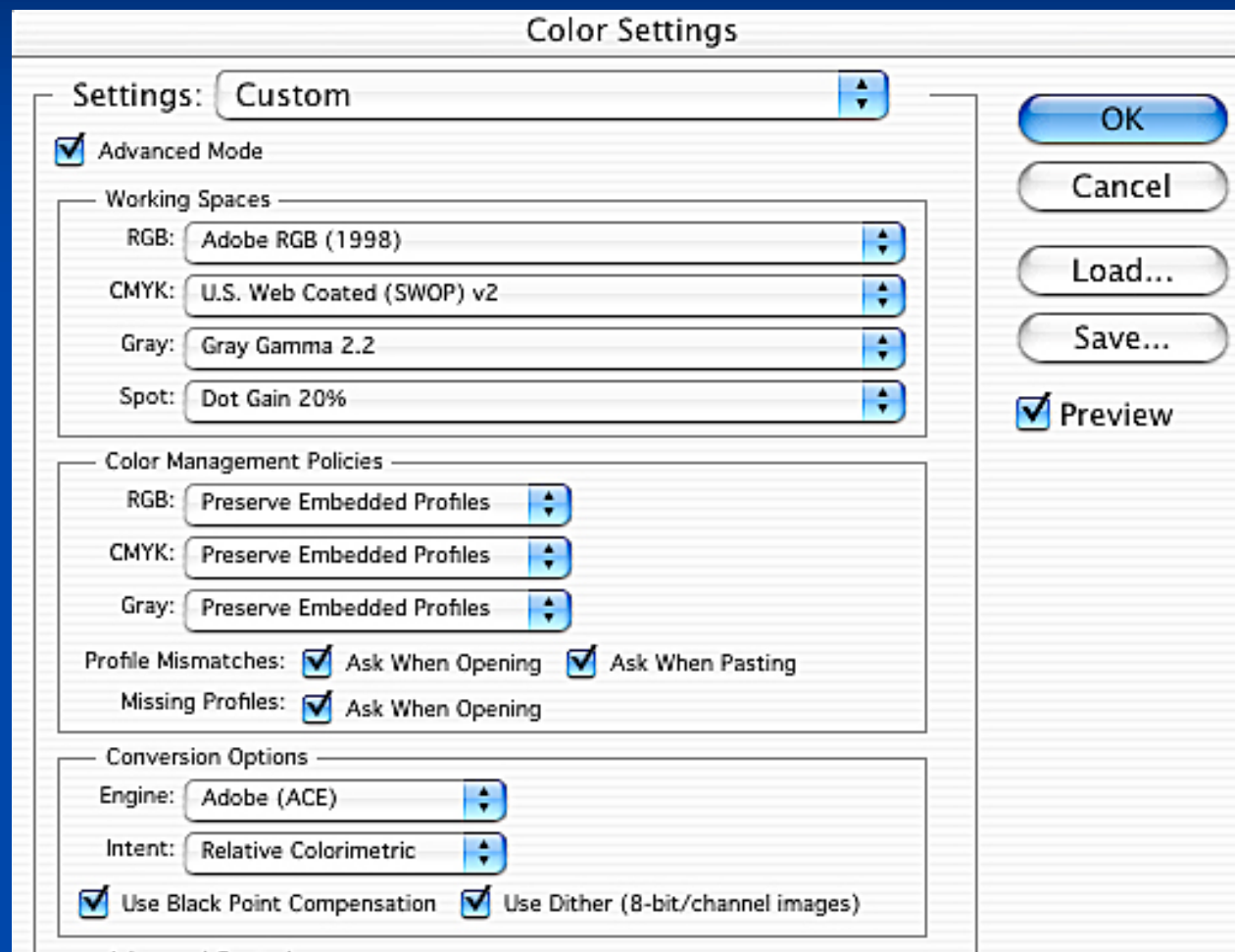
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Photoshop settings explained



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